undisputed and it came out of the mouths of the witnesses and Mr. Bond was the principle witness on the stand. They haven't disputed a single fact. And that fact is that two of them insisted on equity in order to get the carriage because they had the Sunday Ticket arrangements. Major League Baseball had Extra Innings. Remember Major League Baseball did a deal and shut out the cable company from it and said we are giving it to DirecTV only.

Here was going to be the NFL all over again. Down in front of Congress, everybody is screaming at each other. It is like this mud fight. Right? And finally MLB says, okay, these are the terms. They are not negotiable. Here is what you have to do.

The NHL and NBA each had a story like that as well. NBA has something I think called League Pass that they were also, that is their Sunday Ticket. They also held out on that and said you won't get that Sunday Ticket unless you give us the distribution that we

want and where there was an equity component in it.

NHL was an equity deal as well.

Mr. Bond talked about the negotiations behind that and how that came to be as well and why NHL made the presentation that they made. And I don't know if there is any member of the press here so I won't mention the number, the price that NHL, and they hate this fact, the price that NHL is getting out of that deal is 40 percent less than the price they want now.

Each of them has a unique story, is my point. It is in the record. They ignore it all and they just come to you and say well all of them are channels that they have equity in and look at the distribution they are getting.

The FCC has made clear, I think, in Wealth and MASN you cannot present a Section 616 case that way. You are required to look at the particular facts behind each situation. MASN involved a similar argument

that was made about how other affiliates were being carried or not carried. And MASN said, that is not enough. You have to go in and it talks in the opinion about the fact there was an explanation for each one of them that was credible and legitimate business а explanation. And I submit to you that not Schmidt in his rebuttal time will dare say that Mr. Bond's explanations of those three contracts were not credible. There is not a speck of evidence to dispute the story he gave.

And you remember that the only contrary evidence that they offered was Dr. Singer's opinion, based on the Washington Times article that I crossed him on. That the Washington Times at one point had said something to the effect of, the way they got the distribution had to do with the equity transfer. And I said to Dr. Singer, are you telling me we should trust the Washington Times story over the testimony of the actual

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witnesses? And Dr. Singer, you will remember also said he hadn't even bothered to read the testimony of Mr. Bond. I think that goes to bias and objectivity but that is a different issue.

To me, that is at the heart of this process and underscores the critical role that it, again I'm coming full circle now and maybe I will wrap up here that I started out on, it is the record. The ruling here has to be based on the record evidence in front of you, not based on broad generalizations that have nothing to do with the actual record evidence.

My client, these individuals, Matt Bond, Jen Gaiski, Greg Rigdon came in here and answered all the questions honestly, truthfully. Mr. Bond was on here for a whole day, Your Honor. And I submit to you there is nothing that would qualify anybody in rejecting their testimony as not credible on the issue of why they made the decision they

made in 2009 and on the issue why Tennis Channel is being carried where it is right now and the costs that would be imposed.

I want to take one more shot, and I have taken a few but politely, at something the Enforcement Bureau put in their recent submission because to me the cost is such a compelling argument and there is no dispute over the magnitude of the cost that we are talking about here that would be imposed under the relief they are requesting. If it is only private session, the proposal that was made in 2009 would have imposed an additional 120 to 200 million dollars in costs. There is no dispute. That is an undisputed cost number.

The distribution that they are asking for now because it is greater would actually impose even more, some 250 million dollars in costs. There is no dispute over that.

There is no evidence in the record that there would be an ounce of benefit we

would receive form that. My client has said we surveyed the field. We didn't see any customer demand. We did the ad avails. are already swimming in ad avails. There was uncontested testimony about we can't sell all the ad avails we have now. We don't need any None of that is disputed. more ad avails.

And more to the point, they have the burden of proof. They offered no evidence, not even from their experts about one spec about new business we would hope to get from this investment of 250 million They offered zero proof. dollars. There is in this record of zero proof any quantification of any benefit that would come from the 250 million dollars. It is sitting basically as a loss that we would have to incur.

the Enforcement Bureau's Now, answer to that is to say, ah, the absolute price of total cost would go up but on a per subscriber basis it would go down. And

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meaning no disrespect, my reaction to that is to say, this is why government shouldn't run You don't justify spending a business. hundreds of million dollars more by saying but I can spread it over more subscribers. is what got us into the mortgage mess. is what gets people into financial trouble all You have to make profit-making the time. decisions individually. You don't get to say, gee, instead of a mortgage on my house of a hundred thousand, I will make it five hundred thousand because I can spread it over more It is still another five hundred thousand on your mortgage and someday you have to make it up and pay it.

The same thing here. It is still another 250 million dollars in my client's business and somehow they have to find a way to make that up for their shareholders. And there is no proof these gentlemen have offered up any prospect they have of doing that whatsoever.

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The Enforcement Bureau also drops 1 that point, making 2 footnote at а observation that well, my client makes roughly 3 36 billion dollars in revenues a year and 4 this is only 20 million dollars per year, 5 totaling 250 million dollars. And that is not 6 7 consideration for this type proceeding either. 8 Under that argument I guess all of 9 the most successful companies in the nation 10 should now be burdened with losses because 11 they can afford to bear the losses. At that 12 13 rate, our economy won't last much longer. My client has a stewardship to run 14 their business to make a profit and they are 15 looking at a transaction that would lose them 16 is million dollars and there 17 250 justification for that in the marketplace. 18 I planned to just touch remedy but 19 suffice it to say I don't think the Court 20 should even reach the remedy issue. 21 22 Honor asked a question wouldn't I need to have

no

some more evidence or argument on that. What
the Enforcement Bureau has suggested, because
they fashioned, created a proposed remedy on
their own here that is different than either
of the parties' position which they
acknowledge might require some more
proceedings. I think if we are going to get
into issues about pricing and how to fairly
price something and the consequences of
imposing distribution, remember the
distribution they are asking for would include
analog. It would require us to displace
channels that are already there. The
Enforcement Bureau suggests that that should
be carved out.
MS. BERGOLD: How does that work?
MR. CARROLL: Analog has limited
bandwidth.
MS. BERGOLD: I mean, they are not
requiring asking you. They are not They
are asking for parity.
MR. CARROLL: The parity would

require either we pull down channels and take 1 2 them away from -- our own channels, take them 3 away from customers --MS. BERGOLD: Right. 4 MR. CARROLL: -- or it would take 5 out another channel from a customer. Either 6 7 way, customers would have channels taken away from them. 8 9 JUDGE SIPPEL: This is in order to 10 use that preferred tier. Is that what that is 11 all about? MR. CARROLL: In order to do what 12 13 Tennis Channel wants, which is to increase its 14 distribution in analog networks, and there are 15 some in the nation that are still analog, we 16 are not all digital yet, there are bandwidth. There is restrictions on how much space there 17 18 is to put channels on. And if we have to increase their distribution in those analog 19 areas, in the analog areas you would have to 20 21 pull down and make room for them and other

channels would be displaced.

MS. BERGOLD: Unless you pulled --1 2 MR. CARROLL: I am going to cover your unless. I promise. 3 MS. BERGOLD: Okav. 4 5 MR. CARROLL: I promise. Let me 6 just finish this point, if I could. 7 The Enforcement Bureau's proposal to that is okay, we acknowledge that is a 8 9 problem, and it is a problem, so let's just exclude those and put those to the side and 10 11 you shouldn't touch the analogs. That might 12 be right but we have had no evidence in 13 proceedings around any of these issues. I think frankly, Your Honor, if we were going 14 to get into this phase, you know, to make a 15 full record, it is not a bad idea to think 16 about because there is a lot of complicated 17 issues like that. 18 Now to your other side of 19 20 issue which is okay but the alternative they give us is we will just pull our networks down 21

and they say they would be happy with that and

wouldn't that alleviate the problems in those 1 It would alleviate the problem of 2 areas. ticking off other channels but it would not 3 alleviate the problem of channel displacement 4 because my channels would now be taken away 5 from people who right now want those channels 6 and who will be swamping my call centers with 7 pleas of why is it that I don't have this, as 8 happened in Charter. And for that reason, it 9 gets right into the space of for the FCC it 10 said, you have got to go real slow before you 11 start taking programming away from people as 12 part of a remedy that you are being asked to 13 14 award.

That is why, as I thought about this case, I have never thought they realistically were proposing the idea that taking down the channel and putting it on the sports tier would be sufficient because it runs right into this problem that you are taking programming away from consumers.

My team will probably say I have

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missed half of the outline they have put together for me but unless you have more questions for me at the moment, I thank you for your attentiveness to this and I again than you for the attention you have already paid the record and I implore you, these are just arguments by counsel on both sides, me included, and the test for all of this should be in the record evidence you have in front of you.

JUDGE SIPPEL: Well you have been very helpful but the questions are important to us. So we just do our best with the questions if we got our eye on it. We have got our eye on this, I know that. I can say that.

Now, you are going to come back, I know, but I just want to say this. What the Commission did in Wealth TV is a serious authority now. What the Commission did is it took a recommended decision and it has adopted it. Actually the burden of proof, the burden

and all that kind of stuff, everything basically was adopted, which really makes the ID, or which really makes the recommended decision, rather, an initial decision.

And I am sure you were aware of in writing your proposal but this is particular designation order the traditional sense we are asked or required to write an ID on this case. This is not going to be a recommended decision. This is going to be an initial decision and it does carry more weight, depending on what happened. once everything goes up on appeal, to the Commission and the Court of Appeals then all bets are off. I just wanted the record to be clear on that so we are not -- anyway. t.he last time we that is ever see recommended decision. But anyway, that's for different times, different people, different reasons, I quess.

So that is all I have to say.

Now, let's go into a little bit of this

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rebuttal. Since you are such collegial opponents, this should be very easy, I guess.

MR. SCHMIDT: Well there are two things I would like to respond to in my rebuttal. One of them frankly is the point Your Honor touched on, which was a theme of Comcast papers, these very strong credibility attacks and the other is just what is now clear, a very different sense of what the law is.

Before talking about those two things, let me be absolutely clear. If they establish that on the analog systems, which as we understand it don't really exist anymore or won't really exist in the near future, that they have to displace channels to put us there, we are not asking for that. What they have said in this case is that they have got no bandwidth on digital. Digital is where they are moving. We deserve their carriage, that parity. That is what we are asking for.

Let me turn to the two points I

1	wanted to talk about. Mr. Carroll took a lot
2	of shots in my direction. I'm a big boy. I
3	can handle those. I do want to respond to one
4	of those because I am also a lawyer and I
5	can't resist responding and that is the one
6	place where he said we mis-cited the record.
7	The one example he gave, that is Mr. Rigdon
8	who at 1877 of the transcript was read
9	testimony from his deposition where he was
10	asked about what would happen if a Comcast
11	system wanted to expand its carriage of Tennis
12	Channel. He said, "I believe that would
13	require my approval" this is from his
14	deposition "and you know much as was the
15	case of Charter, I would not grant that
16	approval." That is what we were relying on.
17	There were shots at the
18	Enforcement Bureau, right down to the fact
19	that they are government servants. They can
20	respond to those.
21	The ones we take issue with are
22	the criticisms of our witnesses, every one of

our witnesses across their papers. Mr. Solomon, because they thought he was giving Mr. Bond a great deal when Mr. Bond said I want a price reduction and he came back with a price reduction that Mr. Bond himself said "I don't think you can do."

Solomon, because he Mr. was absolutely candid about the facts of the Dish deal and the DirecTV deal, but he didn't describe it in the same terminology that Mr. Carroll would have liked him to have described That is not a legitimate credibility it. attack nor are the credibility attacks on Dr. Singer; Mr. Brooks, the senior statesman in attacked for his industry who the was credibility; or Mr. Herman who was accused of going on fake sales pitches to build his case of showing advertising similarity.

As was pointed out by the question, there is absolutely no evidence to support that claim. Those are not legitimate credibility attacks.

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1	JUDGE SIPPEL: What about his
2	comment about Dr. Singer and the Washington
3	Times article versus the testimony of the
4	actual experts? What do you make out of that?
5	MR. SCHMIDT: What I make out of
6	that is Dr. Singer cited a Washington Times
7	article.
8	JUDGE SIPPEL: I let him do that,
9	huh?
10	MR. SCHMIDT: Well, Your Honor
11	expressed some concern about it, as you did
12	with Mr. Orszag, who also cited that type of
13	material.
14	But what Dr. Singer was relying on
15	was the facts of that deal. The facts of
16	those deals were whatever else was involved,
17	and there is always an explanation, but
18	whatever else was involved, the moment Comcast
19	got equity, the carriage increased. Those are
20	just stark facts.
21	Whatever the explanations that are
22	given, and Mr. Carroll can give his and we can

give ours, what we know about those deals is the increased carriage only came with equity. Whatever you want to say about League Pass or about everything else, equity was a part of it. That is the point Dr. Singer was making and there is no dispute on that point. There is no dispute that those deals happened in time with equity, just as the original Golf Channel favorable carriage and Versus favorable carriage happened, with equity.

JUDGE SIPPEL: What Ι don't understand and again, this is the negotiations, obviously the Tennis Channel headquarters, the headquarters group, Solomon at the top of course, there was kind of a different flavor in terms of what is the idea of how you get what you want from a cable system or from a telephone company, whatever And some of the groundwork had been laid by some of these earlier lawsuits. I am just asking this in context, not because I am suggesting that was what was going on,

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1	but he said if he had I don't understand
2	why he didn't say not only am I going to give
3	you a discount but I am going to offer you
4	some equity because he knows the name of the
5	game. He knows everybody that offered I'm
6	sorry.
7	Nobody that does not offer equity
8	doesn't get the deal that they want. He just
9	knows that is going to happen.
10	MR. SCHMIDT: That proves our
11	case, Your Honor.
12	JUDGE SIPPEL: Not necessarily.
13	MR. SCHMIDT: Absolutely.
14	JUDGE SIPPEL: Not necessarily.
15	If you were in there while At another point
16	he was willing to give equity, earlier on.
17	And they said no. So then he comes back and
18	he says well now I am going to give you a
19	discount but I am not going to give you equity
20	and they said no.
21	MR. SCHMIDT: Yes.
22	JUDGE SIPPEL: It seems the

1 logical thing to do well do you want to -- How much equity do I have to give you, a little 2 3 I mean, because it is kind of A lot? like The Three Bears; Mama Bear, Papa Bear, 4 5 Goldilocks. Something that offers and 6 something that he could live with, he being 7 Mr. Solomon, and hopefully that maybe Comcast 8 would bite at it. Go ahead. Go ahead. 9 The law doesn't 10 MR. SCHMIDT: require him to offer equity. 11 12 JUDGE SIPPEL: No, it doesn't. 13 MR. SCHMIDT: In fact, the law 14 says that if Comcast requires equity as a 15 condition for carriage, if Mr. Carroll made the argument that he should have offered 16 equity, and because he didn't offer equity 17 that is the reason we didn't carry them, that 18 would be a per se Section 616 violation. 19 law does not require that. 20 difference what 21 The between 22 happened and --

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JUDGE SIPPEL: I know he couldn't 1 be squeezed for it but he is the one that 2 wanted it. He was going in and making the 3 deal. He was making the strong negotiation 4 5 position. I am really not -- I am arguing 6 with myself on this because I am not saying 7 that he was required to do it or that there 8 9 was any obligation to do it. You are getting into tricky waters here. 10 MR. SCHMIDT: I think you are. 11 12 JUDGE SIPPEL: So I will just leave it at that. But I am just -- Do you see 13 14 what I am saying? Yes, I do. And I MR. SCHMIDT: 15 think it comes from what happened in 2006 and 16 2007 and what was so different in 2006 and 17 2007 versus 2009. And that difference was in 18 2006 and 2007 they had to offer equity. Their 19 contract with Comcast says if you have offered 20 equity to someone else, you have to come to us 21

and offer equity to us.

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That is the MFN

provision, the Most Favored Nations provision.

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That is why they did it in 2006 and 2007, not because Mr. Solomon woke up and said I want to do this. He may have wanted to do that, but because he was required to under the contract, based on the deals he did with Dish and DirecTV. That is why that happened in 2006 and 2007.

knew that hadn't 2009, he worked in 2006 and 2007. And he said to Mr. Bond, what will it take to make it work. And Mr. Bond said it will take a financial incentive but I don't think you can do it. He did it. He came back with a discount. from Rigdon is Mr. what we now know essentially, there is no press that is good enough for Comcast, short of giving the channel away for free. And we are not even sure that is good enough because they have said they shouldn't be carried at any level and only if ordered to carry us should they carry us for free.

1	So that is the credibility issue.
2	Mr. Bond says
3	JUDGE SIPPEL: Well what about my
4	question on the similarity?
5	MR. SCHMIDT: Which one, Your
6	Honor?
7	JUDGE SIPPEL: I asked Mr. Carroll
8	a question on similarity.
9	MR. SCHMIDT: Yes.
10	JUDGE SIPPEL: Similarly situated.
11	Okay?
12	MR. SCHMIDT: Yes.
13	JUDGE SIPPEL: Here is a
14	hypothetical. To be similarly situated,
15	This may be what a law school professor would
16	ask his class but not the way I am doing it.
17	To be similarly situated, in the
18	true sense, in the exact sense of the term,
19	you would not only have to be everything that
20	you said, genre, demographics, all that kind
21	of stuff, but everybody, every successful,
22	independent, most of them in the industry in

fact, they give up some equity to be similarly 1 2 treated, to be treated equally. If you want 3 to join the club, you have to pay certain 4 prices. 5 You said it yourself that they 6 worked like heck between 2000 whatever it was, 2005 and 2009 to bring their programming and 7 everything up to snuff and getting people 8 9 interested. In addition to that, suppose 10 Comcast said well yes, but we also want a I know they 11 piece -- No, I can't say that. 12 can't squeeze it from you. But really, isn't a similarly -- I 13 14 mean, who else gets the deal that you want to 15 get that isn't giving up some equity? Any MSD 16 table? 17 MR. SCHMIDT: That is the point 18 with Comcast. JUDGE SIPPEL: No, I didn't say 19 Comcast. Anybody. Has anybody been able to 20 strike a deal like you are trying to strike 21 22 with Comcast with others?